

# HEALTH INSURANCE MARKETPLACE EDUCATIONAL RESOURCES FOR STATES, CONSUMERS & OTHER STAKEHOLDERS

*This document is intended to serve as a quick reference for Federally-facilitated Marketplace states. The information below includes a number of important Consumer Assistance and Outreach & Education resources.*

*The most up-to-date information about the Health Insurance marketplace can be found at <http://www.healthcare.gov>.*

*The Marketplace call center is now open 24/7 to provide educational information and, beginning Oct. 1, 2013, will assist consumers with application completion and plan selection. In addition to English and Spanish, the call center provides assistance in more than 150 languages through an interpretation and translation service. Customer service representatives are available for assistance via a toll-free number at 1-800-318-2596 and hearing impaired callers using TTY/TDD technology can dial 1-855-889-4325 for assistance.*

## EDUCATIONAL MATERIALS FOR CONSUMERS:

1. About the Health Insurance Marketplace: Explains how the marketplace will work and lists the things consumers can do to get ready for open enrollment  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/about-the-marketplace-english.pdf>)
2. About the SHOP Marketplace: Explains how the small business marketplace will work and lists the things consumers can do to get ready for open enrollment  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/about-shop-english-brochure.pdf>)
3. Key Dates for Health Insurance Marketplace: Lists six key dates for 2014 Marketplace  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/key-dates-for-the-health-insurance-marketplace.pdf>)
4. Things to think about when choosing your health insurance plan  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/things-to-think-about-when-choosing-a-plan.pdf>)
5. Get Ready to Enroll in the Marketplace  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/get-ready-to-enroll-in-the-marketplace.pdf>)
6. What is the marketplace in my state? (<https://www.healthcare.gov/what-is-the-marketplace-in-my-state/>)

7. Marketplace Application Checklist  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/marketplace-application-checklist.pdf>)
8. Model Marketplace Consumer Application for Individuals:  
([http://www.cms.gov/CCIIO/Resources/Forms-Reports-and-Other-Resources/Downloads/AttachmentB\\_042913.pdf](http://www.cms.gov/CCIIO/Resources/Forms-Reports-and-Other-Resources/Downloads/AttachmentB_042913.pdf))
9. Model Marketplace Consumer Application for families:  
([http://www.cms.gov/CCIIO/Resources/Forms-Reports-and-Other-Resources/Downloads/AttachmentC\\_042913.pdf](http://www.cms.gov/CCIIO/Resources/Forms-Reports-and-Other-Resources/Downloads/AttachmentC_042913.pdf))

## RESOURCES FOR BUSINESSES:

1. Things to think about when choosing a plan for your business  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/things-to-think-about-when-choosing-a-plan-for-your-business.pdf>)
2. About the SHOP Marketplace (<http://marketplace.cms.gov/getofficialresources/publications-and-articles/about-shop-english-brochure.pdf>)
3. Small Business Health Options Program (SHOP) Call Center Phone Number:  
1-800-706-7893
4. Model SHOP Employee application (<http://www.cms.gov/CCIIO/Resources/Forms-Reports-and-Other-Resources/Downloads/shop-employee-application-5-31-2013.pdf>)
5. Model SHOP Employer application (<http://www.cms.gov/CCIIO/Resources/Forms-Reports-and-Other-Resources/Downloads/shop-employer-application-5-31-2013.pdf>)
6. What if I'm self-employed? (<https://www.healthcare.gov/what-if-im-self-employed/>)

## REFERENCE MATERIALS FOR STATE AGENCIES:

1. Q & A for 1311 Funding for Marketing Activities in a PM Partnership or FFM FAQ  
(<http://www.cms.gov/CCIIO/Resources/Fact-Sheets-and-FAQs/marketplace-funding-marketing-faq.html>)
2. Q & A for 1311 Funding in a SPM or FFM FAQ  
(<http://www.cms.gov/CCIIO/Resources/Fact-Sheets-and-FAQs/spm-ffm-funding.html>)
3. CAC Application  
(<http://marketplace.cms.gov/help-us/cac-apply.html>)
4. Agents and Brokers Materials  
(<http://www.cms.gov/CCIIO/programs-and-initiatives/health-insurance-marketplaces/a-b-resources.html>)
5. Agent and Broker Guidance  
(<http://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/agent-broker-5-1-2013.pdf>)

6. In-Person Assistance in the Health Insurance Marketplace  
(<http://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/assistance.html>)
7. HRSA interactive map - know who HRSA CACs will be in a state  
(<http://www.hrsa.gov/about/news/2013tables/outreachandenrollment/>)

## INFORMATIONAL MATERIALS STATES CAN POST FOR CONSUMERS:

1. Widgets and Badges  
(<http://marketplace.cms.gov/getofficialresources/widgets-and-badges/mp-badges-english.html>)
2. “How the Marketplace Works” Flyer  
(<http://marketplace.cms.gov/getofficialresources/logo-and-infographics/how-marketplace-works-4-steps.pdf>)
3. “How the SHOP Marketplace Works” Flyer  
(<http://marketplace.cms.gov/getofficialresources/logo-and-infographics/how-shop-marketplace-works-4-steps.pdf>)
4. Marketplace Multimedia  
(<http://marketplace.cms.gov/getofficialresources/multimedia/multimedia.html>)
5. Summer 2013 Health Insurance Marketplace Training Calendar  
(<http://marketplace.cms.gov/newsevents/webinars/spring-summer-2013-health-insurance-marketplace-training-schedule.pdf>)

## RESOURCES FOR AGENTS AND BROKERS:

1. Agent/Broker Training  
Part One: (<https://marketplace.medicarelearningnetworklms.com>)  
Part Two: <https://portal.cms.gov/>
2. Agent and Broker Guidance  
(<http://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/agent-broker-5-1-2013.pdf>)
3. Additional Agent and Broker Resources  
(<http://www.cms.gov/CCIIO/programs-and-initiatives/health-insurance-marketplaces/a-b-resources.html>)

## RESOURCES FOR ASSISTORS (NAVIGATORS, CERTIFIED APPLICATION COUNSELORS (CACs) AND CHAMPIONS FOR COVERAGE):

1. Assistance Roles to Help Consumers Apply & Enroll in Health Coverage Through the Marketplace  
(<http://www.cms.gov/CCIIO/Resources/Files/Downloads/marketplace-ways-to-help.pdf>)
2. Certified Application Counselor (CAC) FAQs  
(<http://marketplace.cms.gov/help-us/common-qandas-about-cac-designation.pdf>)
3. Link to apply for CAC Organization designation  
(<http://marketplace.cms.gov/help-us/cac-apply.html>)
4. Link to become a Champion for Coverage  
(<http://marketplace.cms.gov/help-us/champion.html>)

5. Navigator & CAC Training (<https://marketplace.medicarelearningnetworklms.com>)
6. “Need affordable health coverage” customizable flyer  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/need-affordable-health-insurance-fillable-flyer.pdf>)
7. Power Points from Marketplace.cms.gov  
(<http://marketplace.cms.gov/training/get-training.html>)

## RESOURCES FOR NON-ENGLISH SPEAKERS:

1. About the Health Insurance Marketplace: Explains how the marketplace will work and lists the things consumers can do to get ready for open enrollment (Spanish)  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/about-the-marketplace-english.pdf>)
2. About the SHOP Marketplace: Explains how the small business marketplace will work and lists the things consumers can do to get ready for open enrollment (Spanish)  
(<http://marketplace.cms.gov/getofficialresources/logo-and-infographics/spanish-how-shop-marketplace-works-4-steps.pdf>)
3. Key Dates for Health Insurance Marketplace: Lists six key dates for 2014 Marketplace (Spanish)  
(<http://marketplace.cms.gov/getofficialresources/spanish-materials/key-dates-for-the-health-insurance-marketplace-spanish.pdf>)
4. Things to think about when choosing your health insurance plan (Spanish)  
(<http://marketplace.cms.gov/getofficialresources/publications-and-articles/things-to-think-about-when-choosing-a-plan-spanish.pdf>)
5. Link to HealthCare.gov (Spanish)  
(<https://www.cuidadodesalud.gov/es/>)
6. Resources in Chinese, French, French Creole, German, Gujarati, Hindi, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese  
(<https://www.healthcare.gov/language-resource/>)